REMARKS

This communication is in response to the Office Action dated April 27, 2010. Claims 1-4, 6-8, and 11-12 have been amended, no claims have been canceled, and no claims have been added; as such, claims 1-12 are now pending in this application. Claims 1, 6, and 11-12 are independent claims. Reconsideration and allowance is requested in view of the claim amendments and the following remarks. These amendments add no new matter.

35 USC § 103 Rejections

Claims 1-12 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Matsumoto (U.S. Pub. No. 2002/0007487, hereinafter referred to as "Matsumoto '487") in view of Takagi et al (U.S. Pub. No. 2002/0112248, hereinafter referred to as "Takagi '248"). Applicant respectfully traverses this rejection.

Claim 1 recites:

> *An electronic device having a display panel and a plurality of keys to which desired functions can be assigned, comprising:*
>
> ***display means*** *for causing display of a plurality of items on the display panel;*
>
> ***means for receiving*** *a selection of a desired item from the plurality of items, after which*
>
> ***the display means*** *causing display of a setting screen corresponding to the selected desired item; and*
>
> ***assigning means*** *for assigning keys using the setting screen,*
>
> *wherein a first of the plurality of keys is assigned a function for displaying the setting screen, and*
>
> *wherein second and third of the plurality of keys are respectively assigned two paired functions.*

Matsumoto '487 ***fails*** to disclose, teach or suggest "*assigning means for assigning keys using the setting screen, wherein a first of the plurality of keys is assigned a function for displaying the setting screen, and wherein second and third of the plurality of keys are respectively assigned two paired functions.*"

The Office Action, however, alleges these features can be found in paragraph [0062-0066] of Matsumoto '487. This is wholly inaccurate.

Matsumoto '487 discloses a remote control mechanism for adjusting image quality in an incoming video signal. The device includes a remote control (Fig. 7) capable of assigning menu accessible commands to functional buttons 709-715. Figs. 8-14 illustrate how a user can traverse the available menus and register a given command with the function buttons.

Though Matsumoto '487 discloses a remote control capable of assigning menu accessible commands to functional buttons, there is ***no mention*** of assigning means for assigning keys using the setting screen, wherein a first of the plurality of keys is assigned a function for displaying the setting screen, ***and*** wherein second and third of the plurality of keys are respectively assigned two paired functions.

Indeed, Matsumoto '487 does not teach or suggest associating such paired functions with an assignable button. By contrast, Applicant's claimed invention illustrates examples of paired functions. For example, in Fig. 4D, the shake compensation's 'on' and 'off' functions represent paired functions. Similarly, 'edit search +' and 'edit search -' represent paired functions.

- **Therefore Matsumoto '487 fails to disclose all the features of claim 1.**

Takagi '248 does not remedy the deficiencies of Matsumoto '487, as the various features recited above are also absent from Takagi '248. For example, Applicant's claimed features of "*assigning means for assigning keys using the setting screen, wherein a first of the plurality of keys is assigned a function for displaying the setting screen, and wherein second and third of the plurality of keys are respectively assigned two paired functions,*" are neither disclosed nor suggested by Takagi '248.

The Office Action, however, alleges these features can be found in Fig. 3 and paragraph [0035] of Takagi '248. This is wholly inaccurate.

Takagi '248 relates to a digital/analog broadcasting receiver having a function to select a user setting which defines the operation mode of this receiver for each of a plurality of users. A user operates an input device beforehand to set his/her own preferential operation mode of a receiver and assigns a desired selection number to the operation mode and then stores it in the memory. This selection number is assigned a number that is not used as the receivable channel number obtained from the channel information so that each number may be discriminated from each other. When the user operates the numeral inputting key to enter a selection number during reception of an image, the control unit refers to the memory to select an operation mode which is assigned the selection number.

In essence, Takagi '248 discloses how an operation mode is selected for each user to make a user setting and stored in a memory in correlation with a predetermined input pattern of an operation key. When having received a user's input in the predetermined pattern, the receiver refers to the memory to select a user setting that corresponds to this input pattern, thus switching the operation mode.

By contrast, Applicant's claimed invention provides an electronic device and a method of assigning functions that allow a function of quickly displaying a setting screen for menu items or a setting screen for non-menu items to be assigned to a key so as to improve the operability of the electronic device.

Paragraph [0035] of Takagi '248 states:

> [0035] This user setting in this embodiment is described with reference to FIG. 3. FIG. 3 shows a display for performing user setting by selecting the operation mode for each user, which display functions as an interface for user setting together with the remote controller 30. This operation-mode setting display is displayed in an OSD manner on the display device 12 by pressing the menu key 35 to display the menu in a list and then operating the direction keys 37 to select "OPERATION MODE SETTING" from the menu. On this setting display, first a user setting table 61 given

> at the upper part is used to select a user setting. Here, user 0 setting is selected, which is confirmed by a black-and-white reversed cursor. To select any one of the other user settings, operate the RIGHT/LEFT direction keys 37c/37d to move the cursor. When the user setting is thus selected and is confirmed by the ENTER key 38, such an operation mode selection table 62 appears at the bottom of the display that lists the various setting items and operation modes of the receiver. These setting items comprise "BEGINNER MODE", "FONT", "FONT SIZE", . . . which are enumerated in the left column and on its right side, the specific operation modes corresponding to these setting items are enumerated. In this list, the currently selected operation mode is indicated by the black-and-white reversed cursor. The operation modes are all defaulted to a recommended mode beforehand; the user, however, can operate the direction keys 37 to move the cursor and fix it using the ENTER key 38 in order to select his desired operation mode, thus customizing the receiver 1.

Though Takagi '248 can select a user setting and can operate the direction keys to move the cursor and fix it using the ENTER key in order to select his desired operation mode, there is ***no mention*** assigning means for assigning keys using the setting screen, wherein a first of the plurality of keys is assigned a function for displaying the setting screen, ***and*** wherein second and third of the plurality of keys are respectively assigned two paired functions. Indeed, Takagi '248 merely shows the settings of user (0) to user (3) and how to change the operation mode of the individual user settings within the display means. There is no assignment of a paired function in the manner claimed by the Applicant.

Since even a combination of the relied upon references would still fail to yield the claimed invention, Applicant submits that a prima facie case of obviousness for claim 1 has not been presented. Applicant also notes that the offered combination appears to be a failed attempt to reconstruct the claimed invention in hindsight, as there is no basis to combine the assignable function keys of Matsumoto '487 with the operation mode selection feature of Takagi '248.

For the reasons stated above, claims 6, and 11-12 also are distinct from Matsumoto '487 in view of Takagi '248 (although claims 1, 6, and 11-12 should be interpreted solely based upon the limitations set forth therein). Furthermore, at least for the reason disclosed above, claims 2-5 and 7-10 overcome the combination of Matsumoto '487 in view of Takagi '248 because they depend on

independent claims 1 or 6 and thus incorporates the distinct features therein, as well as their separately recited patentably distinct features.

Accordingly, Applicant respectfully requests that the rejection of claims 1-12 under 35 U.S.C. § 103(a) as being unpatentable over Matsumoto '487 in view of Takagi '248 be withdrawn.

Conclusion

In view of the above amendment and remarks, applicant believes the pending application is in condition for allowance.

This response is believed to be a complete response to the Office Action. However, Applicant reserves the right to set forth further arguments supporting the patentability of their claims, including the separate patentability of the dependent claims not explicitly addressed herein, in future papers. Further, for any instances in which the Examiner took Official Notice in the Office Action, Applicant expressly does not acquiesce to the taking of Official Notice, and respectfully request that the Examiner provide an affidavit to support the Official Notice taken in the next Office Action, as required by 37 CFR 1.104(d)(2) and MPEP § 2144.03.

Extensions of time

Please treat any concurrent or future reply, requiring a petition for an extension of time under 37 C.F.R. §1.136, as incorporating a petition for extension of time for the appropriate length of time.

The Commissioner is hereby authorized to charge all required fees, fees under 37 C.F.R. §1.17, or all required extension of time fees.

Fees-general authorization

The Commissioner is hereby authorized to charge any deficiency in fees filed, asserted to be filed, or which should have been filed herewith (or with any paper hereafter filed in this application by this firm).

If any fee is required or any overpayment made, the Commissioner is hereby authorized to charge the fee or credit the overpayment to Deposit Account # 18-0013.

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Respectfully submitted,

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